



OROAREZZO
INTERNATIONAL JEWELRY EXHIBITION

f i www.oroarezzo.it

organised by
ITALIAN EXHIBITION GROUP
Providing the future



PRESS

press release

IEG: OROAREZZO LAUNCHES THE PREMIERE DIGITAL EDITION CONTEST TO CELEBRATE THE EXCELLENCE OF ITALIAN JEWELLERY MANUFACTURING THAT NEVER STOPS

Tomorrow at 6 pm, live on Instagram, Beppe Angiolini presents the theme and new format of the initiative that has accompanied Italian Exhibition Group's show for years and which, for the 30th edition, will be held on-line.

Arezzo (Italy), 10th June 2020 – To promote and enhance the creativity and superior technical skills of Made in Italy jewellery. This is the aim of **Oroarezzo** and **Italian Exhibition Group** through **PREMIERE**, the traditional contest for the **best manufacturing companies in the Italian gold districts**, now at its thirtieth edition in 2020 and officially presented tomorrow on the Show's Instagram channel at 6 pm by Art Director and Honorary President of the Chamber of Fashion Buyers, **Beppe Angiolini**.

The event, **originating in the heart of the Arezzo territory** as part of OROAREZZO, IEG's show dedicated to the very best of the Italian peninsula's gold and jewellery manufacturing, the prime expression of jewellery production quality, which will be back in 2021, promotes the **design, brilliance and urge for innovation** within Italian industry: that **"art of manufacturing"** recognized and appreciated the world over. And this year, the event will take on a new format, the **PREMIERE Digital Edition, celebrating jewellery as a symbol of reprisal** on-line: through the language of the web and by exploiting the potential of the social networks, Italian goldsmiths are called upon to promote **their own most iconic creations, the jewel that best represents the company's values, productive capacity and technological know-how.**

Regulations and entry form on: www.oroarezzo.it.

The initiative confirms IEG's commitment to promoting the excellences of the national districts and the Arezzo territory, **supporting companies in the post lockdown phase and flanking them in a digitalization process** by providing them with highly professional services to improve their on-line presence and boost the visibility of their creations on the international markets with projects such as "Oroarezzo On Stage", a virtual window that, through photos and videos, tells the stories of the sector's players and new products and to which about a hundred or so companies have already adhered.

ABOUT OROAREZZO

OROAREZZO, held in the Arezzo Expo Centre, is the trade show specifically for Made in Italy jewellery that gathers together the very best manufacture from every Italian gold district that specializes in processing metals and precious elements to express the highest jewellery-making quality. Thanks to the participation of the sector's leading companies, OA is a strategic platform where wholesalers, chain stores and traditional jewellery outlets can plan their purchases and replenish stocks and where Italian retailers are also well-represented.

FOCUS ON ITALIAN EXHIBITION GROUP SPA

Italian Exhibition Group (IEG), listed on the Screen-based Share Market (MTA) organised and managed by Borsa Italiana S.p.A., is a leader in Italy in the organisation of trade fairs and one of the main operators in the trade fair and conference sector at European level, with structures in Rimini and Vicenza, as well as further sites in Milan and Arezzo. The IEG Group is notable in the organisation



OROAREZZO
INTERNATIONAL JEWELRY EXHIBITION

f @ www.oroarezzo.it

organised by
**ITALIAN
EXHIBITION
GROUP**
Providing the future



PRESS

of events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality and Lifestyle; Wellness, Sport and Leisure; Green & Technology. In the last few years, IEG started a significant expansion process abroad, also through the conclusion of joint ventures with local operators (for example, in the United States, Arab Emirates and in China). IEG closed the 2019 financial year with consolidated total revenues of € 178.6 million, an EBITDA of € 41.9 million and a consolidated net profit of € 12.6 million. In 2019, IEG totalled 48 organised or hosted fairs and 190 conferences. <https://www.iegexpo.it/en/>

PRESS CONTACT ITALIAN EXHIBITION GROUP

Michela Moneta | Press Office Coordinator

VICENZAORO International PR Agency: Barabino & Partners

Laura Bruzzone +49 30 66404060 | +49 173 6181650 – l.bruzzone@barabino.de

Lara Hesse +49 30 66404060 | +49 177 4146630 – l.hesse@barabino.de

MEDIA AGENCY IEG Vicenza Branch: MYPRLab T. +39 0444.512550

Filippo Nani +39 335.101.93.90 filippo.nani@myprlab.it

Lisa Scudeler +39.338.691.03.47 lisa.scudeler@myprlab.it

This press release contains forecasted elements and estimations that reflect current management opinions (“forward-looking statements”) especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market’s foreign trends and tourist flows in Italy, market trends in the gold-jewellery industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date.